



100TH ANNIVERSARY

EST

LABOR DAY

1924

★ ★ BBQ PARTY ★ ★



Job #1316429977A

LABOR DAY BBQ PARTY

ACE 100TH ANNIVERSARY | LABOR DAY BBQ PARTY AUGUST 31ST

Labor Day is a tribute to working men and women, and it's also that last gasp of summer before kids go back to school and the seasons change. That's all the reason we need to fire up the grill and cross those last few summer projects off the list. So Ace is sending out an invitation to join us at this 100th Anniversary celebration with our last BBQ Party of the summer.

It's the Labor Day BBQ Party at Ace, and we think there's plenty to celebrate. At your local Ace, you'll smell grilling in the air and special offers down the aisles. Keep your eyes peeled for sale items, the best of BBQ and outdoor power brands you trust. Join us as we end summer on a high note at the Labor Day BBQ Party at Ace.

MAIN IMAGE | TRAEGER 650 (SKU 8030466), BGE XLARGE CERAMIC GRILL IN ACACIA TABLE

DOWNLOAD ASSETS



STYLING NOTE

Be mindful of crops to ensure as much grill detail as possible

ADDITIONAL IMAGES



MAIN LOGO

[DOWNLOAD ASSETS](#)



STACKED LOGO



B&W LOGO



SECONDARY LOGO



USE WHEN SPACE IS LIMITED

ie - digital banners and gatefold creative

DO'S



First and last letter of logo must be slightly larger than rest of event name



May place without Ace logo **ONLY IF** Ace logo is already present in asset. IF dropping the ACE, the 'Est 1924' must drop as well.

DON'TS



DON'T place on an angle



DON'T squish or stretch



DON'T recolor with shades outside color palette

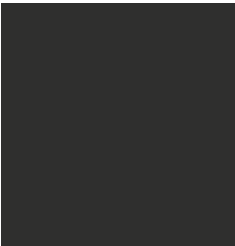
PRIMARY



CMYK
C 0
M 100
Y 81
K 4

RGB
R 212
G 0
B 41

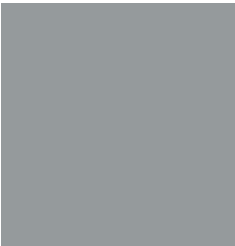
HEX
#D40029



CMYK
C 70
M 65
Y 65
K 60

RGB
R 48
G 48
B 47

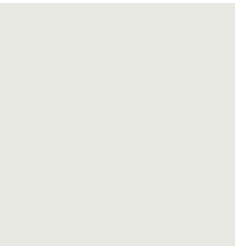
HEX
#31302f



CMYK
C 44
M 34
Y 34
K 1

RGB
R 149
G 153
B 156

HEX
#95999c



CMYK
C 8
M 5
Y 9
K 0

RGB
R 232
G 232
B 227

HEX
#e8e8e3

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

[DOWNLOAD ASSETS](#)

HEADLINE

Roboto Black UPPERCASE Optical Kerning - 0

Subhead

Roboto Bold Title Case Optical Kerning - 0

Body

Roboto Regular Sentence case Optical Kerning - 0

LOGO FONT

Sailors Rough UPPERCASE Optical Kerning 100

Collateral Examples

POSTER - BGE



100TH ANNIVERSARY

EST **LABOR DAY** 1924

★ ★ **BBQ PARTY** ★ ★

YOU'RE INVITED



**CELEBRATE THE
END OF SUMMER**
JOIN US FOR DEMOS AND DEALS

**SATURDAY
AUGUST 31ST
11AM - 2PM**
AT PARTICIPATING STORES

#Ace100

PLUS

Stock up on grills, fuel, and accessories from Weber®, Traeger®, and Big Green Egg®, plus a selection of sauces and rubs!



POSTER



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END CAP

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IRONWOOD 650

**SATURDAY
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11AM-2PM**

#ACE100

CIRCULAR FULL PAGE - BGE



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2024

PARTY CALENDAR

SPRING KICKOFF
BBQ PARTY
March 23rd

NEW AT ACE
LAUNCH PARTY
April 27th

STARS AND STRIPES
BBQ PARTY
May 25th

100TH
ANNIVERSARY
BLOCK PARTY
June 29th

▶ **LABOR DAY
BBQ PARTY** ◀
August 31st

THANKSGRILLING
November 23rd

GIFTS AND
GRILLING PARTY
December 7th

**LABOR
DAY**

★★ **BBQ PARTY** ★★

CIRCULAR MODULE

**ACE**
100 YEARS OF HELPFUL
SINCE 1924



20%
OFF

Gallons of Benjamin Moore® Interior Paint
Limit 3 total



Benjamin Moore
ben
Interior
Eggshell

Benjamin Moore
REGAL SELECT
Interior
Eggshell

Benjamin Moore
AURA
Interior
Eggshell

LABOR DAY EVENT VALID AUGUST 28–SEPTEMBER 9

BUY ONE
GET ONE

50%
OFF

Select Ace® Paint
Applicators
Limit 4. Discounted item must
be of equal or lesser value.



SALE

2
FOR \$1000¹

Ace® Premium Spray
Paint + Primer, 12 Oz.
Assorted colors and finishes.
RED HOT BUY



*MUST BUY 2 OR MORE

SALE

2
FOR \$1200¹

Ace® Rust Stop Spray
Paint, 15 Oz.
Assorted colors and finishes.
RED HOT BUY



*MUST BUY 2 OR MORE

WALL DESIGN: Essex Green HC-188

†Tintable base gallon sized cans may contain a lower initial volume of paint as indicated on label in order to accommodate addition of colorant and mixing.

JOIN US FOR OUR 100TH ANNIVERSARY LABOR DAY BBQ PARTY

See page 4 for details.

ACE REWARDS EXCLUSIVE

25%
off

Any one regular-priced item under \$50
or get \$12.50 Off any one regular-priced
item over \$50
COUPON August 28, 2024–Septemehr 9, 2024

Coupon valid only for a single transaction on current store stock at participating Ace Hardware stores only. Must
present coupon to redeem offer. Not valid on prior purchases or on the following major categories/brands (plus
those detailed at www.acehardware.com/exclusions): sales/discounted items, rentals, in-store pickup/phone/guest
orders, store charge accounts, in-store services, Ace gift cards, gov't issued items (e.g., garbage bags), building
materials, pet food, fuel, power tools/equipment, small appliances, water heaters, grills, Benjamin Moore®, Big Green
Egg®, EGO®, Magnolia Home by Joanna Gaines® paint, STIHL®, Toro®, Traxxar®, Weber® and YETI® and other items that
each participating store may designate, or in conjunction with any other coupon, except Rewards. No rain checks will
be given. Coupon cannot be replaced if merchandise is returned.

DP118465



00153482

ACE REWARDS EXCLUSIVE

\$50


The helpful place.

\$10


The helpful place.

FREE \$10
ACE GIFT CARD^{††}

WHEN YOU BUY A
\$50 ACE GIFT CARD[†]
Between 8/28–9/9/2024. ^{††}Limit 2 FREE Gift Cards.


Only available for Ace Rewards Members (see store for details). Offer valid only at participating Ace Hardware stores, on acehardware.com, and the Ace mobile app.
Although additional gift cards may be available for purchase, limit two free \$10 gift cards. Gift cards cannot be used to purchase other gift cards. While supplies last.
No rain checks. By using, purchasing or accepting a gift card, you agree to Ace Cards Terms and Conditions, which are available at <https://acehardware.com/customer-service/gift-cards>.

September Labor Day Sale

AM1

1240828, 01, Versions: CA, DS, FN, NR, NW, SQ, TR

REWARDS DIRECT MAIL MOD - BGE


**ACE**
The helpful place.

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AUGUST 31ST
11AM-2PM

CELEBRATE THE
END OF SUMMER
JOIN US FOR DEMOS
AND DEALS

AT PARTICIPATING STORES

#Ace100

*Customer must pay \$19.99 shipping fee. Redeem by 10/31/23. Limit 3 codes per household. Offer only available in-store at participating Ace retailers. Terms apply, visit OmahaSteaks.com/Ace for code redemption and more information.

**Excludes Weber grills.

†At participating stores. See details at acehardware.com/service-so-good


NAME ACE HARDWARE
123 NAME STREET
NAMETOWN, STATE 12345

FPO

Customer ID #: XXXXXXXXXXXX
Sample A. Sample
123 Name Street
Nametown, State 12345

Around the block. What you need in stock.
With service so good, it's guaranteed†.

REWARDS DIRECT MAIL MOD


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The helpful place.

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Nametown, State 12345

Around the block. What you need in stock.
With service so good, it's guaranteed†.

REWARDS DIRECT MAIL GATEFOLD



SALE
\$799⁰⁰
each

Weber® Genesis® II
E-315® Gas Grill™
8087298, 8087286

**BUY FOUR GET
10% OFF***


Sauces, Seasonings
& Rubs**
Assorted sizes & varieties.
NO LIMIT. Exclusions apply.
See store for details.
*MUST BUY 4 OR MORE

MIX & MATCH

Your neighborhood Ace helps you
PREPARE FOR OUTDOOR ENTERTAINING


\$499⁹⁹

Blackstone® 4-Burner Outdoor
Griddle Cooking Station
8037617



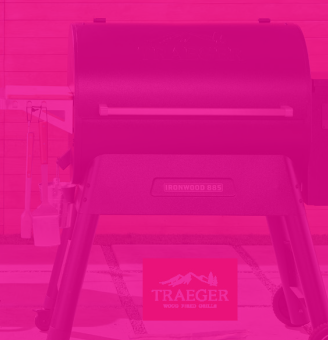
\$799⁹⁵
each

Traeger® Pro 575 Wood
Pellet Grill™
8016781, 8016779
Pro 780 Wood Pellet Grill, 8016780,
8016774, *999.95 each.




\$1,399⁹⁹

Traeger® Ironwood 885
Wood Pellet Grill
8030462
Ironwood XL Wood Pellet Grill,
8082912, *1,999.95




*Not all eligible products are pictured. See store for more details or go to acehardware.com, type SKU in search bar for full product descriptions.



FREE ASSEMBLY & DELIVERY On Grills \$399 And Up

*Free assembly and delivery from your local Ace on grills \$399+ for Ace Rewards members. At participating locations only within the local delivery area, as defined by store. Online and Ace app purchases eligible when Ace Rewards member's account is associated with its acehardware.com and Ace App login, is currently signed in and member's purchase is associated with a participating store. Member must select "Free Delivery From Store" and "Assembly" in cart. Delivery dates subject to availability. Offer not valid on prior purchases or ship to home orders. Excludes Char-Broil®.

**FIND FUEL
FOR YOUR
GRILL AT YOUR
LOCAL ACE**



COUPON
TO COME

COUPON
TO COME

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**SATURDAY
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AT PARTICIPATING STORES
#Ace100



EMAIL
Hero + Full Width Banner



Name: Member Name

Member ID: 19933017359

Current Points: 1966

SHOP

TIPS & ADVICE

THE PAINT STUDIO

LOCAL AD


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SATURDAY, AUGUST 31ST 11AM - 2PM

Help Us Celebrate
The End Of Summer

Ready for one last taste of summer? Don't miss our Labor Day BBQ Party, part of our Ace 100th Anniversary celebration! For BBQ fans, we have grills from Weber, Traeger, and Big Green Egg. With demos and deals, there's no better way to experience the very best in grilling at Ace.

SHOP NOW

ACE

Free in store & curbside pickup

Home

Ship from a store to your home

Truck

Delivery from your local Ace

f

ig

tw

yt

p

ACE

REWARDS

SAVE EARLY

LEARN MORE

JOIN NOW

Location pin

Store Locator

Find your local Ace

Tag

Sales & Specials

Shop this week's ad

Phone

App Download

Shop on-the-go

Unsubscribe

Privacy Policy

Terms of Use

© 2024 Ace Hardware. Ace Hardware and the Ace Hardware logo are registered trademarks of Ace Hardware Corporation. All rights reserved.

Location pin

Proud partner of Children's Miracle Network Hospitals® Helping Local Kids

APP
Push notification

ACE

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SATURDAY, AUGUST 31ST 11AM - 2PM

YOU'RE INVITED



APP
Push preview mock up

ACE

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YOU'RE INVITED



1080x1080 Social Asset

Social assets are a visual representation to set the look and feel for future social assets created to support the campaign and are not final social assets. Social carousels will be built out based on social project requests with the applicable promotions.

Example Cover Card



Example Product Card



SOCIAL POST COPY:

TEXT COPY PAID (280 character max)

Ready for one last taste of summer? Don't miss our Labor Day BBQ Party! We'll have demos of the latest grills from Weber, Traeger, and Big Green Egg. Ace Rewards Members get FREE Assembly and Delivery on grills \$399+. Experience the best in grilling at Ace! #Ace100

FB URL: acehardware.com/labor-day

LINK DESCRIPTION: Visit our Party Sat. Aug 31 from 11am-2pm

CTA: LEARN MORE

TEXT COPY ORGANIC (125 character max)

Don't miss our Labor Day BBQ Party with demos, deals, and FREE Assembly & Delivery for Ace Rewards members on grills \$399+.

FB URL: acehardware.com/labor-day

LINK DESCRIPTION: Visit our Party Sat. Aug 31 from 11am-2pm

CTA: LEARN MORE

Desktop

